

PROFILE	Publication date	June 14th, 1999					
	Nb of pages	24 pages					
	Content	Politics, Business, local and international varieties					
	Readership profile	A+, A and B					
LEBANON	Total Circulation	26 000 copies		KSA	Total Circulation	10 000 copies	
	Distribution	Direct Mailing	1 500 (agencies and clients)	Distribution	Subscribers	2500	
		Subscribers	4 500		News Stands	7 500	
		News Stands	20 000				

ADVERTISING RATES & DATA STARTING JANUARY 2008

Prices for a single cm/col • All rates are in US Dollars • All rates are subject to 10% VAT

	PUBLISHED DAILY	B/W	2 COLORS	4 COLORS
FIRST PAGE	Upper Ear Panel / First Page	350	435	525
	Lower Ear Panel / First Page	300	375	450
	Double Ear Panel / First Page	700	875	1050
	Triple Ear Panel / First Page	1050	1300	1575
	Quadruple Ear Panel	1400	1750	2100
OTHER	Local Political Pages (2,5,6,7,8)	18		
	Local Political Pages (3,4)	18	22.5	27
	Business and Finance (9,10,11,12)	15		
	Inside Pages	12		
	Inside Pages (21,22)	12	15	18
	Back Page	20	25	30
	Classified Page	12		

TECHNICAL REQUIREMENTS

COLUMN WIDTH : 4cm

Nb of Columns : 8

	columns	cm			
Full Page 51.5 x 35.5cm	1	4	Ear Panel 5 x 8.5 cm	Double Ear Panel 10.5 x 8.5 cm	Triple Ear Panel 16 x 8.5 cm
	2	8.5			
	3	13			
	4	17.5			
	5	22			
	6	26.5			
	7	31			
	8	35.5			

NB: For any creative Media Buy please refer to FMS sales team

TERMS & CONDITIONS

Special Position (specifying page)	Surcharge 10%
Editorial Advertising	Surcharge 100% on Advertising Rates
Production Specifications	One positive film at 133 lpi right reading emulsion side down
Material Deadline	At least 48 hours prior to publication date
Cancellation	Any cancellation instructions must be received in writing 4 days prior to publication date.
General Conditions	Advertisers and their agencies shall assume full responsibility For advertisement copy and contents. The publisher reserves the right to decline any advertisement not deemed suitable for print.